

# SOCIAL MEDIA POLICY

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The Royal Academy of Music moves music forward by inspiring successive generations of musicians to connect, collaborate and create.  
Charity number 310007  
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**UNIVERSITY  
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# SOCIAL MEDIA POLICY

## 1. PURPOSE AND SCOPE

This policy is designed to guide the use of social media by all members of the Royal Academy of Music (the Academy) community to ensure that their online presence reflects the values and standards of the Academy and, where necessary and appropriate, maintains confidentiality.

The policy covers the use of social media in a professional, educational or personal capacity that can be associated with the Academy.

The Academy recognises the importance of social media as a tool for communication, collaboration and the exchange of ideas. This policy is intended to complement the Academy's existing policies on and approaches to freedom of speech and academic freedom. The Academy supports individuals' rights to express their views and engage in scholarly discourse, while encouraging the responsible and respectful use of social media.

## 2. SCOPE AND DEFINITIONS

This policy applies to all employees, students, visitors, and associates of the Academy who use social media platforms for personal or professional purposes. They are referred to as 'members' in the context of this policy.

Social media refers to any digital platform, application or tool that allows members to create, share or exchange information, ideas and content in virtual communities and networks. Examples include, but are not limited to, Facebook, X, Instagram, LinkedIn, YouTube, TikTok, WhatsApp, WeChat, Snapchat, blogs, wikis and any other online communication platform.

## 3. DIGITAL FOOTPRINT AWARENESS

It is important for members to be mindful of their digital footprint when using social media. Every post, comment and interaction contributes to an individual's online presence and could be viewed by potential employers, educators and peers.

Users of social media should think carefully about the content they share, ensuring it reflects positively on their personal and professional reputation. Inappropriate or harmful posts can have long-lasting consequences, impacting future opportunities. Members should also protect their privacy by regularly reviewing security settings and being conscious of the public nature of social media.

By managing their digital footprint wisely, members support and uphold the Academy's values and contribute to a respectful and professional online community.

## 4. GENERAL GUIDELINES

### 4.1 REPRESENTATION

When using social media for official purposes, members must clearly identify themselves as representatives of the Royal Academy of Music, using their real name, title, and where possible a professional photo.

### 4.2 CONFIDENTIALITY

Members must not share confidential or proprietary information about the Academy, its staff, students or associates; and they must respect the privacy of others and comply with data protection principles and regulations at all times.

### 4.3 RESPECT AND PROFESSIONALISM

Members should always be respectful and professional in communications and avoid engaging in online arguments or controversial discussions. Upon encountering negative feedback or criticism they should respond politely and constructively, or consider whether a response is necessary.

### 4.4 ACCURACY

Members must ensure, to the best of their knowledge, that any information shared is factually accurate and up to date. Errors must be corrected without delay, and mistakes should be openly acknowledged.

### 4.5 INTELLECTUAL PROPERTY

Intellectual property rights must be respected and protected. Members must not use copyright materials, audio or video content (including recordings from classes or performance assessments), images, trademarks or logos (including the Academy logo) without proper authorisation from all relevant rights holders.

## 5. PERSONAL USE OF SOCIAL MEDIA

### 5.1 SEPARATION OF PERSONAL AND PROFESSIONAL LIFE

Members should maintain a clear distinction between personal and professional social media use and avoid using their professional relationship with the Academy to endorse or promote personal opinions or activities.

### 5.2 DISCLAIMERS

Whilst members may choose to indicate that the views they express on social media are their own, if they can be identified and if they could be considered a breach of Academy policy, or bring the Academy into disrepute, then they may be reviewed in line with Section 8 of this policy.

## 5.3 PRIVACY SETTINGS

Members should be mindful of their privacy settings and the potential audience of their personal social media posts. They should regularly review and update their settings to ensure that their personal information is protected.

## 6. PROHIBITED CONDUCT

### 6.1 HARASSMENT, SEXUAL MISCONDUCT AND DISCRIMINATION

Members must not use social media to directly or indirectly harass, sexually harass, bully, or discriminate against other members or any third parties; to make false or misleading statements; to directly or indirectly make derogatory comments or offensive unlawful communications; or to impersonate colleagues or third parties.

Under the Equality Act 2010, it is against the law to discriminate against anyone because of:

- age
- gender reassignment
- being married or in a civil partnership
- being pregnant or on maternity leave
- disability
- race including colour, nationality, ethnic or national origin
- religion or belief
- sex
- sexual orientation.

For more information, see [Harassment and Sexual Misconduct Policy](#).

### 6.2 DEFAMATION

Members must not make false, exaggerated or defamatory statements about the Academy, its staff, students, visitors, associates or affiliates, or any other individual or organisation.

### 6.3 CONFLICTS OF INTEREST

Members must avoid any conflicts of interest or the appearance of conflicts in their social media activities. They must not use their position at the Academy to further personal business interests or those of a competitor via social media.

Staff must consider the implications of interacting with students on social media and maintain appropriate professional boundaries. It is strongly recommended that staff do not engage in direct messaging or other communication with students outside official Academy emails or MS Teams.

It is strongly recommended that staff do not follow or interact with Junior Academy students via social media.

Staff should also consider whether it is appropriate to share content featuring students on their own social media profiles, either from Academy activities or external events and performances.

## 6.4 PROHIBITED CONTENT

The posting of content that causes harm to other members of the Academy community (images, comments, or other content included under 6.1) may breach the staff or student disciplinary processes. All reports of contravention of this policy will be investigated under the relevant process (staff, visitors, associates) or Regulation (students).

The Marketing, Communications and Audiences Team and other Academy staff reserve the right to signpost content of concern (as identified in this policy and on personal or professional social media accounts) to the appropriate colleagues for review.

## 7. USE OF ACADEMY SOCIAL MEDIA ACCOUNTS

### 7.1 AUTHORISATION

Only authorised individuals may create or manage official social media accounts for the Academy. Official accounts must not be created without the prior approval of the Marketing, Communications and Audiences Team.

### 7.2 CONTENT APPROVAL

All content posted on official accounts must be agreed with the Marketing and Communications Team prior to posting and align with the Academy's branding and communication strategies.

### 7.3 MONITORING AND MODERATION

The Academy reserves the right to monitor institutional social media accounts. Official social media accounts will be regularly monitored, and any inappropriate or harmful content will be addressed promptly. Comments and interactions will be moderated to maintain a respectful and constructive online environment.

## 8. COMPLIANCE

### 8.1 POLICY COMPLIANCE

All staff, students, visitors, and other associates of the Academy must comply with this policy. Non-compliance with the policy, particularly actions that constitute discrimination or harassment as outlined under 6.1, may result in an investigation according to the student or staff disciplinary procedures. This may result in disciplinary action, up to and including withdrawal from the program (for students) or dismissal in the case of gross misconduct (for staff).

## 8.2 REPORTING ISSUES AND NON-COMPLIANCE

Members should report any clear or suspected contraventions of this policy to the Academy via one of the following channels: their line manager, the Human Resources team, the Marketing and Communications team, their Head of Year or Tutor, their Head of Department, to the Senior Case Manager or via Report + Support. All reports will be taken seriously and will be investigated.

## 9. POLICY REVIEW

This policy will be reviewed biennially by the Policy Review Group to ensure its continued relevance and effectiveness, particularly concerning developing social media trends and legal requirements. Updates will be communicated to all parties covered by the policy.

## 10. CONTACT INFORMATION

For questions or further guidance on this policy, please contact the Registrar and Director of Student Operations.

### Approval and Revision History

Owner	Registrar and Director of Student Operations
Reviewed by	Policy Review Group
Approved by	Senior Management Team
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Last Reviewed	N/A
Next Review	September 2026